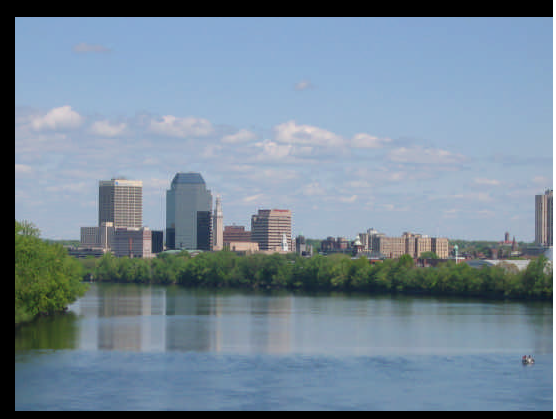# VALLEY VISION 2

VISUALIZING SMART GROWTH ON A REGIONAL SCALE
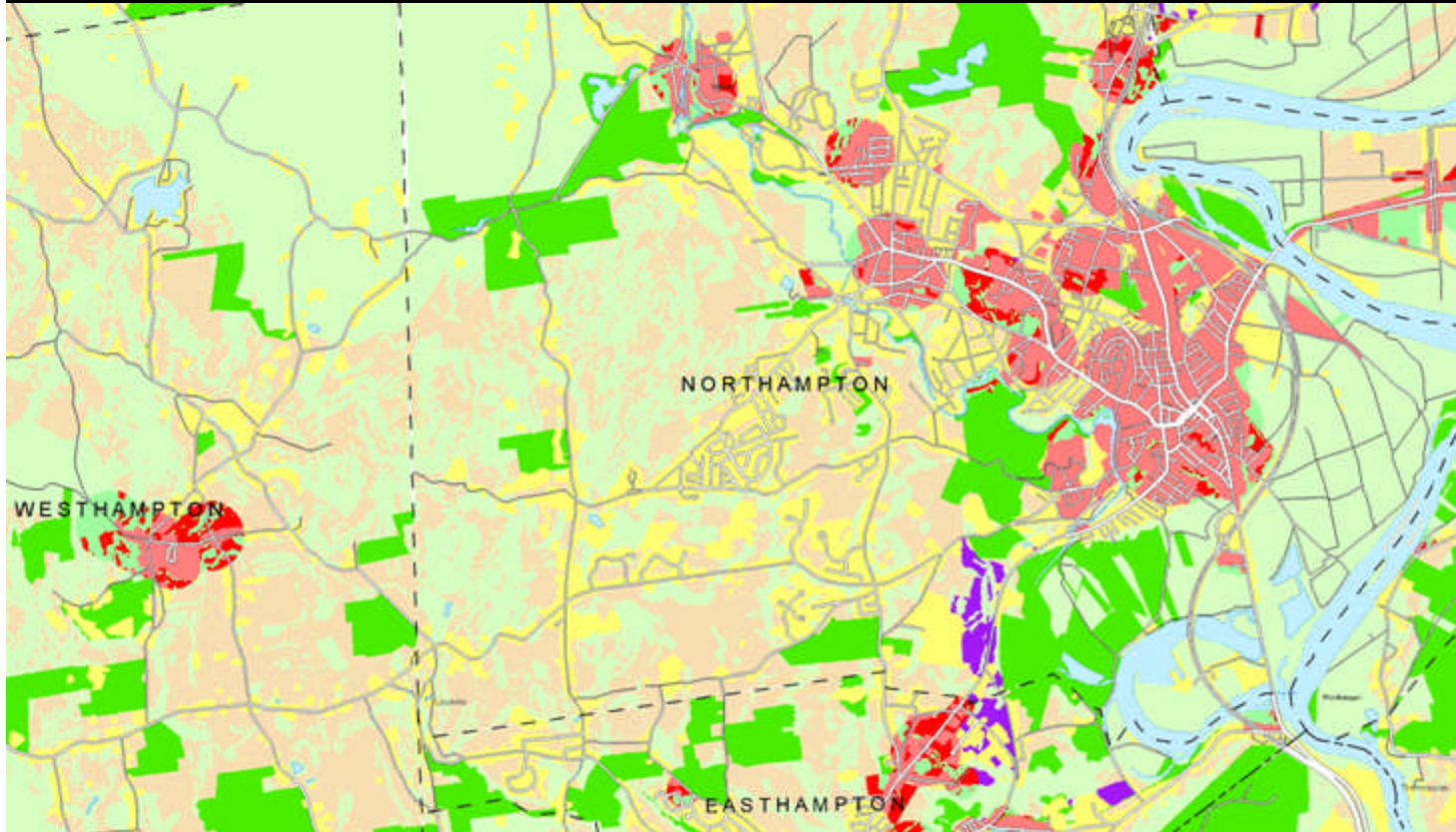
The Pioneer Valley Region

615,738 - Population (2004 est.)
43 - Municipalities
1,179 - Square Miles

PLAN

MAP

TOOLKIT

VALLEY VISION 2
components

WEBSITE

PILOT
PROJECTS

OUTREACH /
GRANTS

MEMORADUM OF AGREEMENT
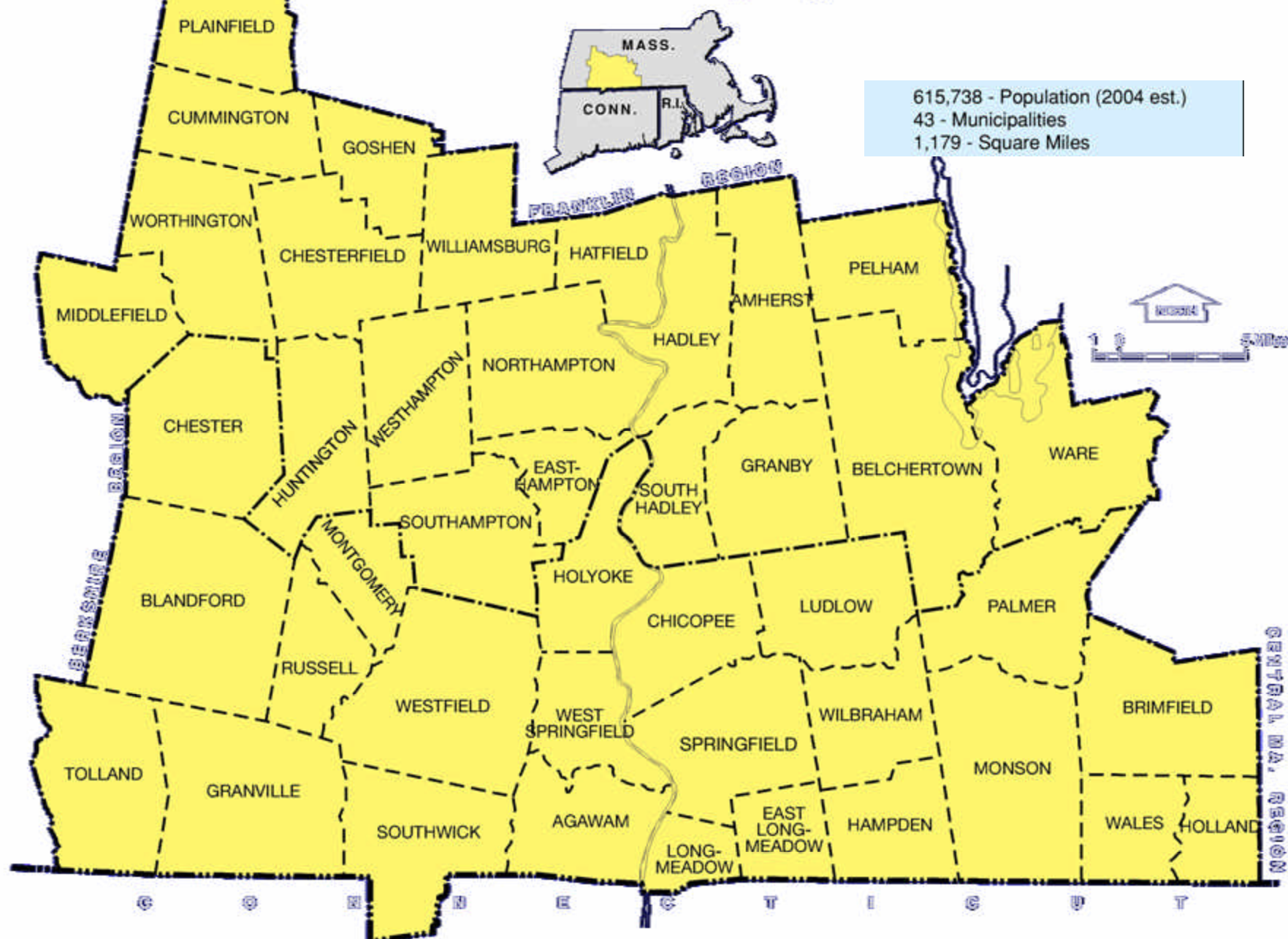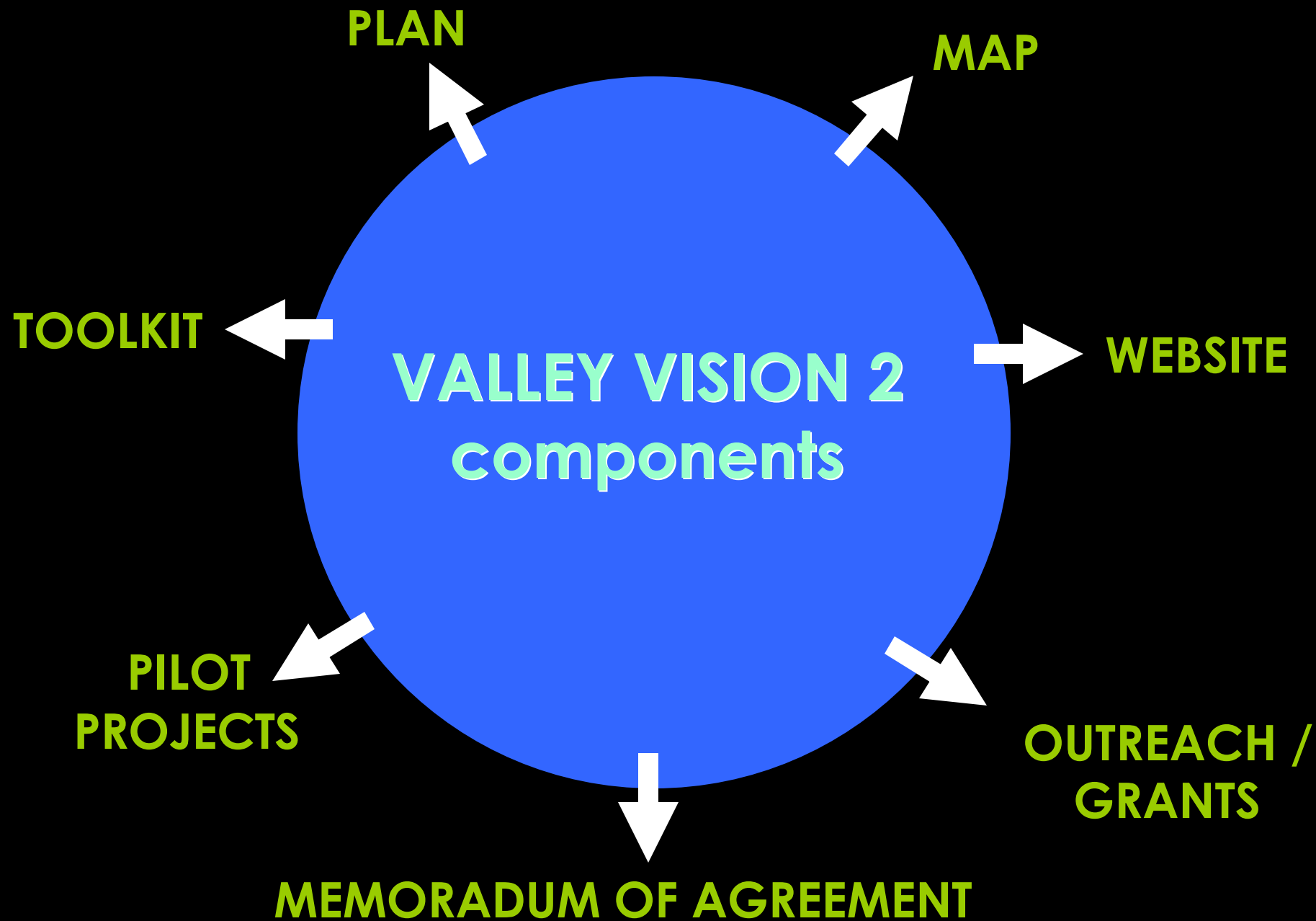
VALLEY VISION MAP

25 GIS LAYERS

OVERLAP ANALYSIS

LAND SUITABILITY FOR DEVELOPMENT & OPEN SPACE

GROWTH AROUND EXISTING CENTERS
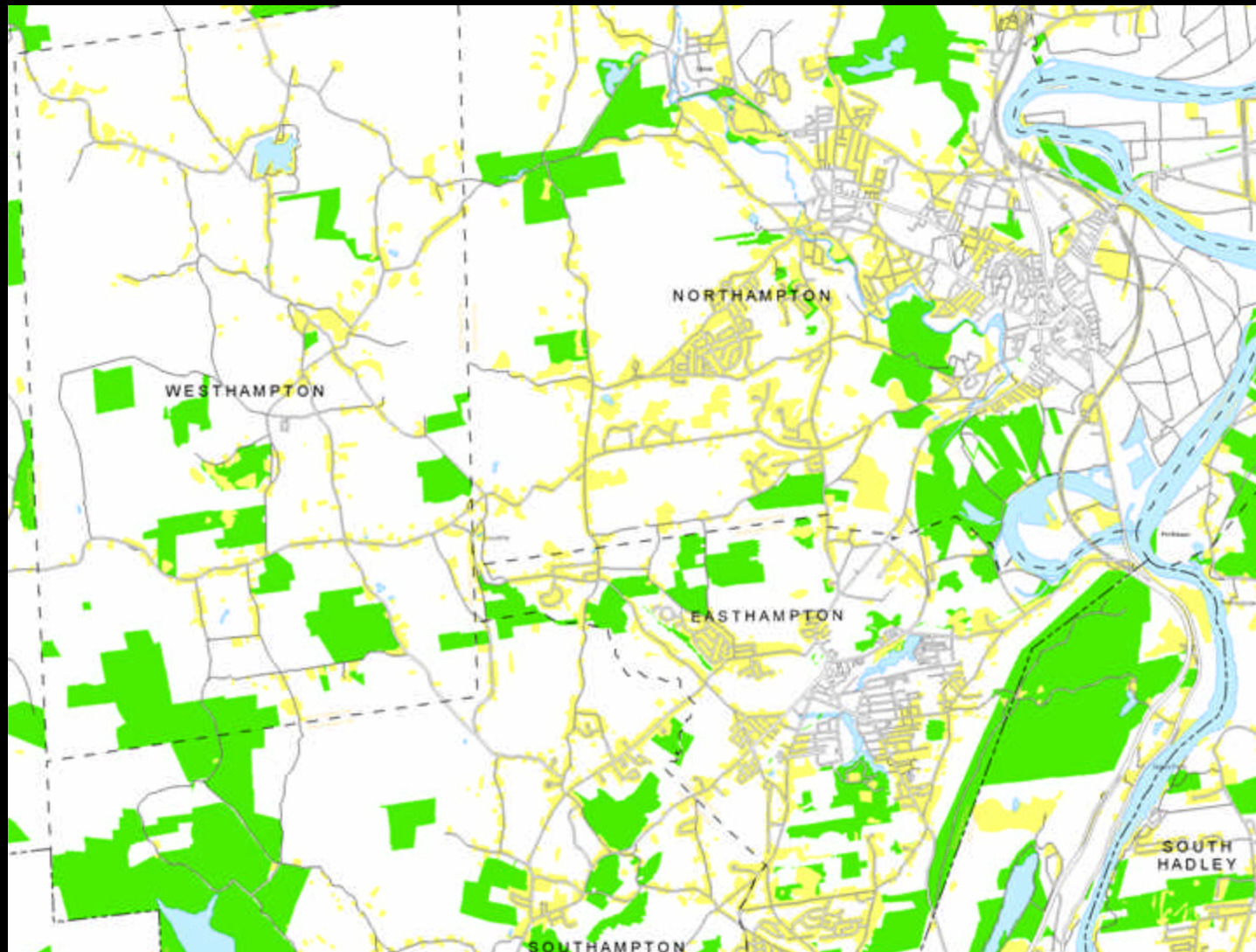
CHAPTER 40R DISTRICTS

Existing Land Uses → **Lands Suitable for Farmland & Open Space** → **Lands Suitable for Protection & Low Density Development** → **Lands Suitable for Industrial Development** → **Lands Suitable for Ch. 40R Districts**

Water bodies

Hydrology

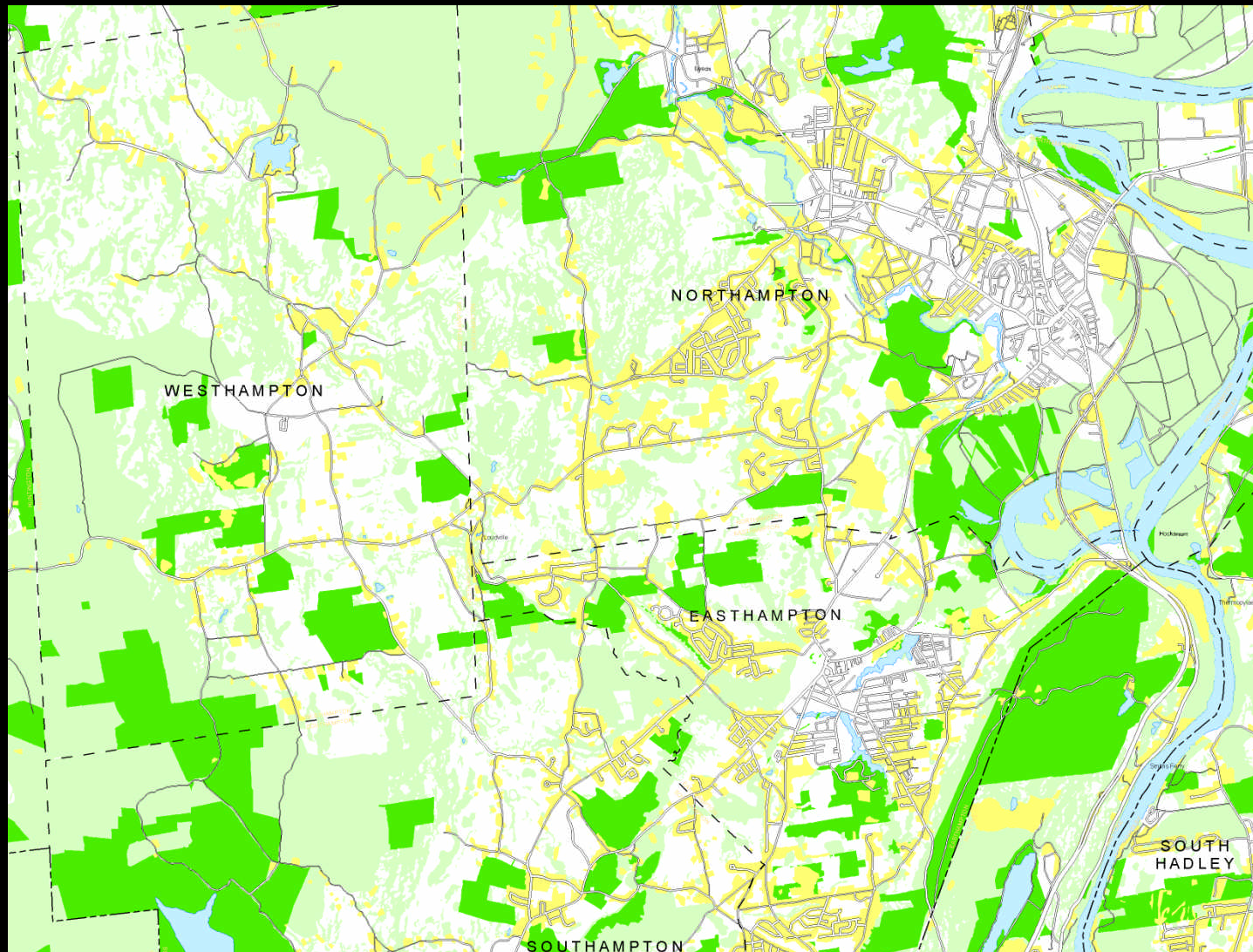Existing Developed Land

Existing Protected Land

Existing Land Uses	→	Lands Suitable for Farmland & Open Space	→	Lands Suitable for Protection & Low Density Development	→	Lands Suitable for Industrial Development	→	Lands Suitable for Ch. 40R Districts

Wetlands

Water Supply

Steep Slopes (> 15%)

Active farmland

100-yr floodplains

Community Priority Protection Lands (CD plans)

Existing Land Uses	Lands Suitable for Farmland & Open Space	Lands Suitable for Protection & Low Density Development	Lands Suitable for Industrial Development	Lands Suitable for Ch. 40R Districts

MA BioMap

Aquifer Protection

200' waterbody buffer

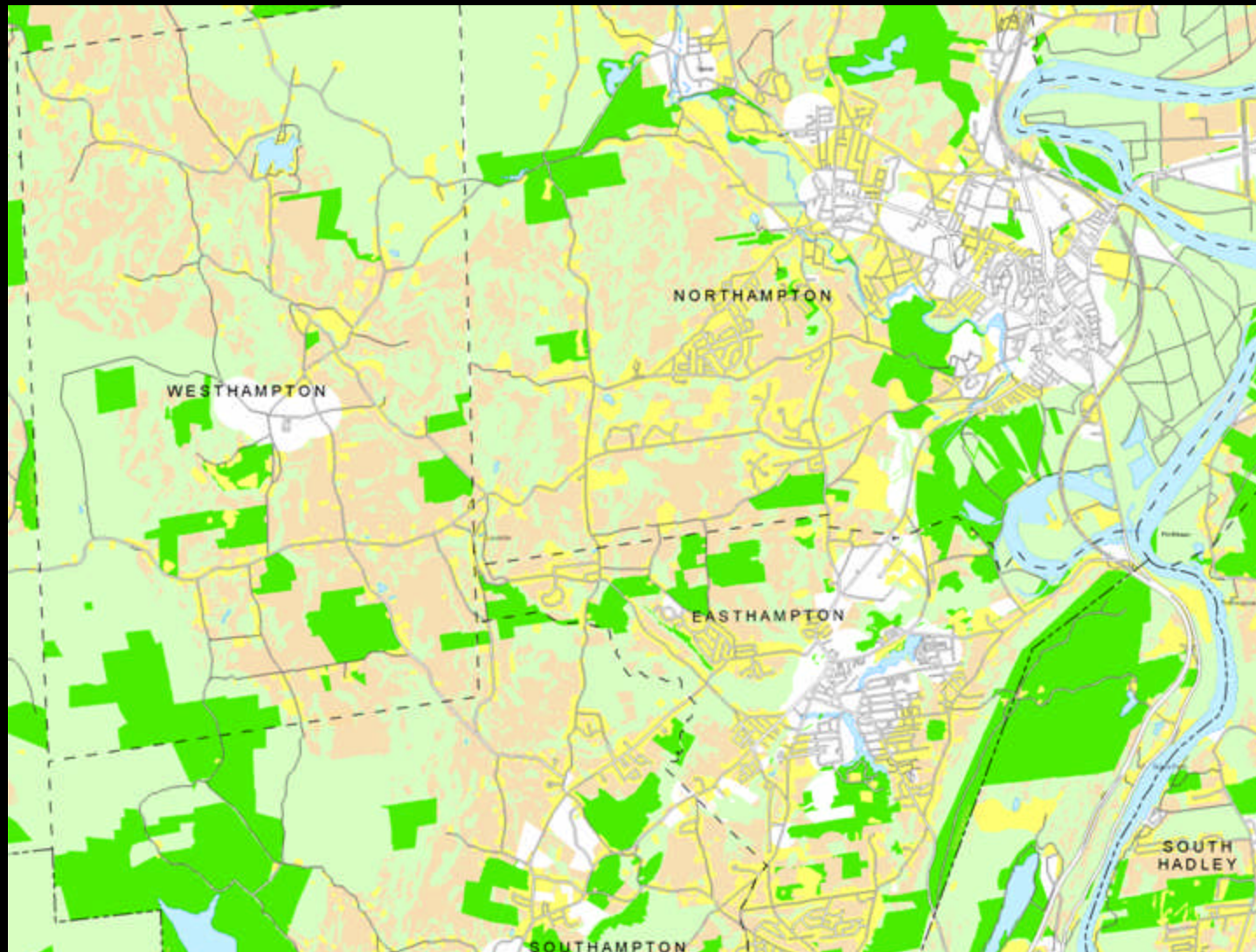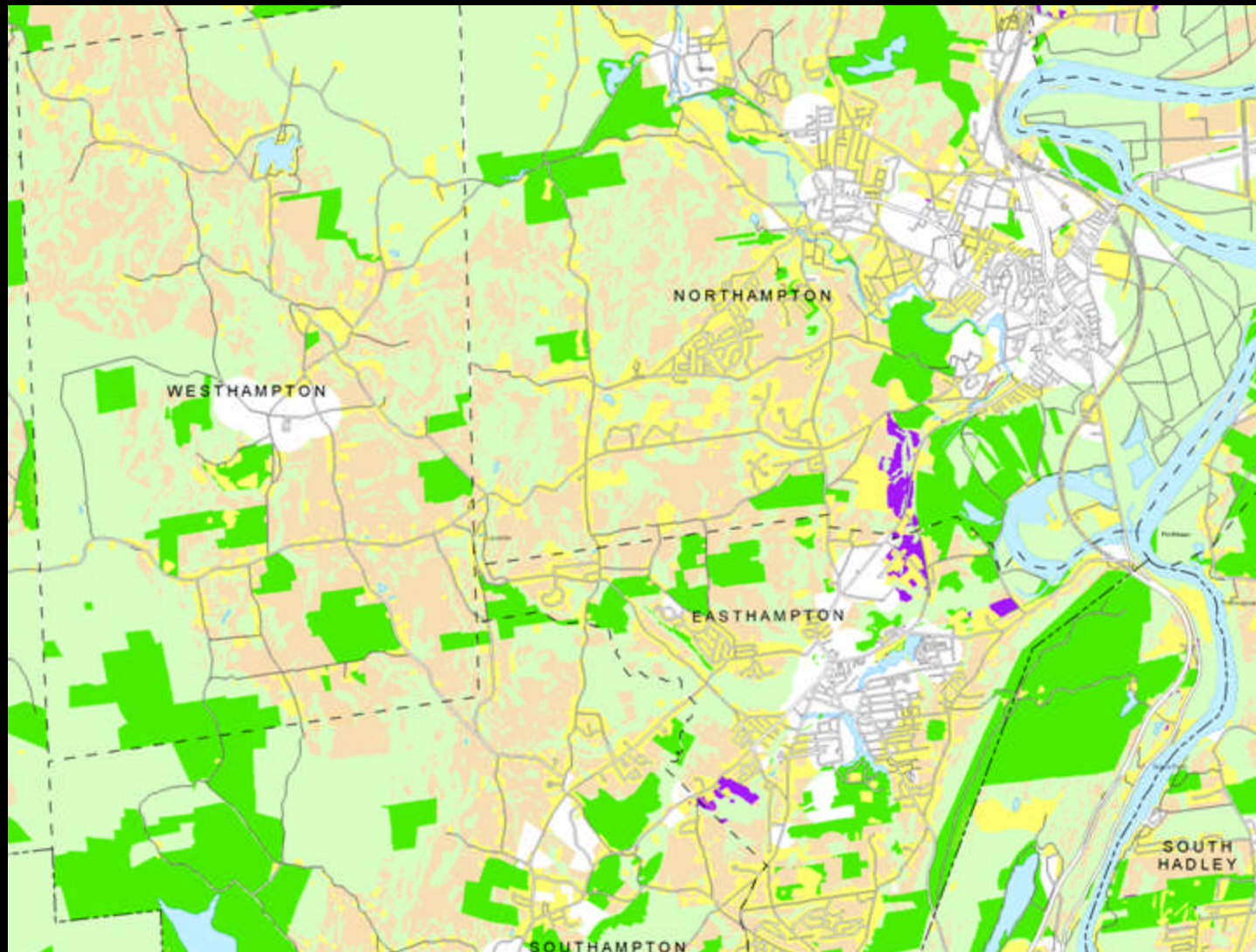Zone II & Interim wellhead protection

Lands zoned residential or agricultural

Existing Land Uses → Lands Suitable for Farmland & Open Space → Lands Suitable for Protection & Low Density Development → Lands Suitable for Industrial Development → Lands Suitable for Ch. 40R Districts

Economic Opportunity Areas (EACC)

Priority ED areas (CD Plan)

Vacant land, zoned industrial
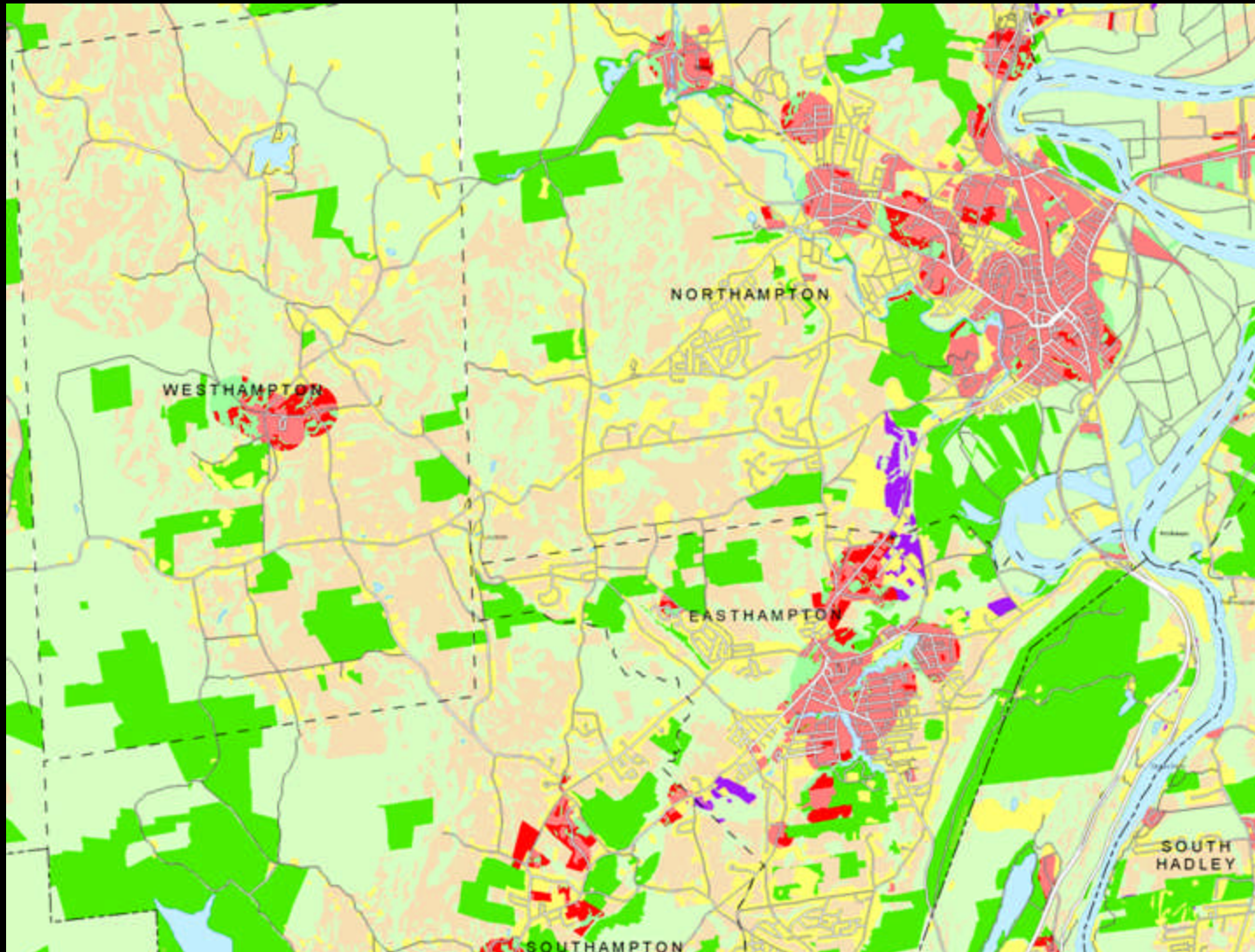
Brownfields

Lands zoned commercial / industrial

| Existing Land Uses | → | Lands Suitable for Farmland & Open Space | → | Lands Suitable for Protection & Low Density Development | → | Lands Suitable for Industrial Development | → | Lands Suitable for Ch. 40R Districts |

½ mile bus & transit

Area of Concentrated Development

Un-sewered village district

Highly Suitable Location

Qualifying Adjacent Area

OTHER VISUALIZATION STRATEGIES

Smart Growth Toolbox for the Region

? Photo-simulations (3-5)

? "Good" and "Bad" examples of design (photos)

? Case Studies (text, photos, & plans)

GOOD AND BAD EXAMPLES

ENCOURAGED	DISCOURAGED

Signage

Sign bands integrated into the architecture of the building

No controls on height or number of signs

Signs using natural materials

Plastic, internally lit signs

OTHER VISUALIZATION STRATEGIES

Smart Growth Toolbox for the Region

- Photo-simulations (3-5)
- "Good" and "Bad" examples of design (photos)
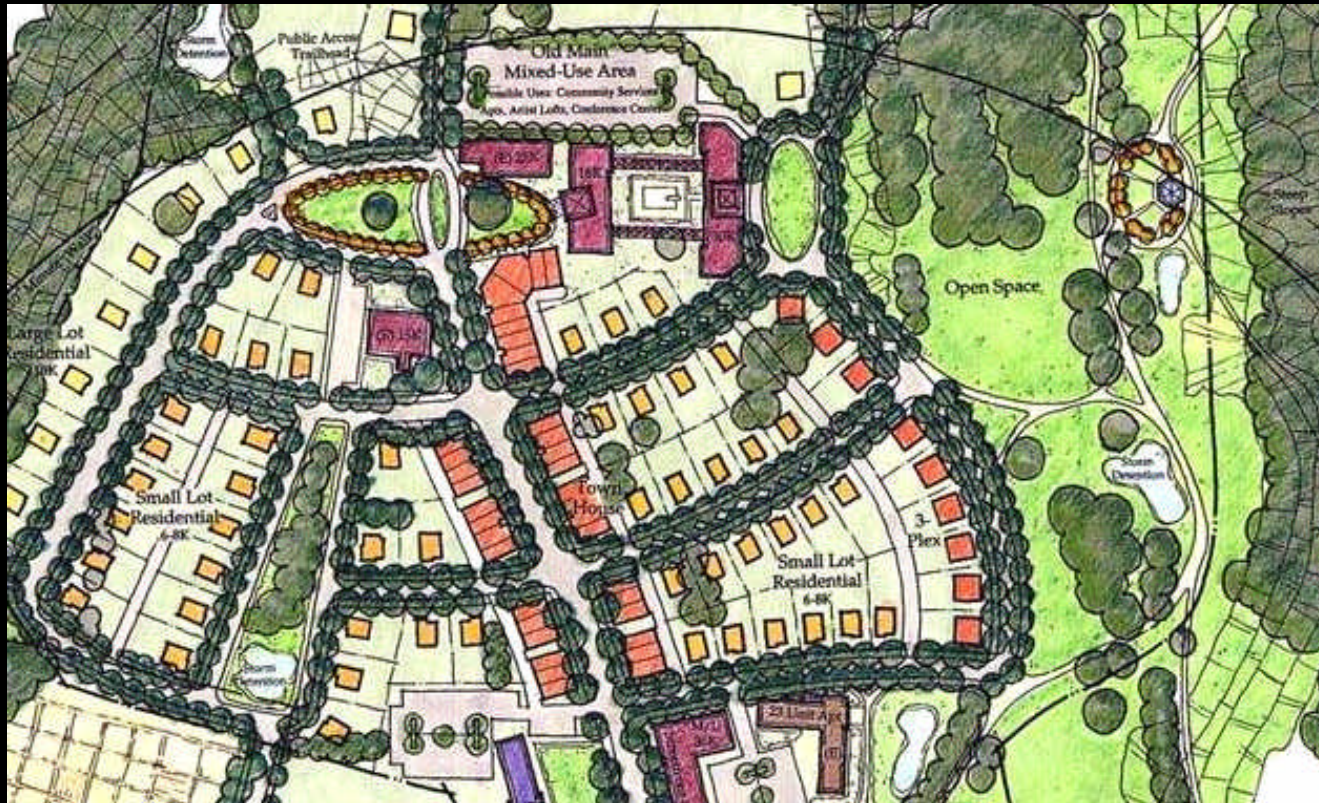- Case Studies (text, photos, & plans)

Plan

- Success Stories
- 46 identified in PV region

- ? Compact, mixed-use development on 124 acres
- ? Reuse of Northampton State Hospital
- ? Public and Private partnership

EconoLodge in Hadley used the TDR bylaw to reduce the amount of parking

? Adopted in Hadley, Hatfield, Westfield, and Easthampton

? Hadley first in country to transfer residential for commercial / industrial

? Use Payment in Lieu provisions

? Funded through HOPE VI

? AIA Award winning

? Phase I: 50 rentals, 60 owner occupied, park, community center

? Phase II: 50 rentals, mostly rehab

? All rental units and 52 owner occupied units are subsidized

Agawam

Agawam

- ? Two segments constructed & opened to the public
- ? 3.7 mile segment in Springfield & 2.1 mile segment in Agawam
- ? Other segments are currently under design in Chicopee, Holyoke, West Springfield & Agawam.

OTHER VISUALIZATION STRATEGIES

Smart Growth Toolbox for the Region ————————————————

- ? Photo-simulations (3-5)

- ? "Good" and "Bad" examples of design (photos)

- ? Case Studies (text, photos, & plans)

Plan ————————————————

- ? Success Stories

- ? 46 identified in PV region

Pilot Projects: Identify and Match ————————————————

- ? Developers and projects

- ? Communities

- ? Project Locations

MEASURES OF SUCCESS

MEMORADUM OF AGREEMENT

23 communities have signed to date

SMART GROWTH TECHNICAL ASSISTANCE

FY05: 17 communities, $150,000

FY06: 21 communities, $160,000

27 bylaws adopted in 12 communities